



# COOPERATION IDEA

## *Fisheries Local Action Groups*

### **Processing and retailing fisheries and aquaculture products**

*The city of Kavala has one of the largest fish auctions in Greece, where 40% of the anchovies and sardines caught nationally is landed, as well as being home to most of Greece's family-run fish processing businesses (which, these days, are fast disappearing).*

*Indeed, the fisheries and aquaculture products (FAP) processing sector has declined over the past 20 years, despite an increase in consumption of processed FAP in the EU. Fisheries areas and fishermen are struggling to survive on relatively low incomes.*

*This project aims to set up transnational cooperation between FLAGs with potential for **developing the FAP processing sector**. This offers a valuable opportunity for fishing communities to increase the EU and worldwide market of processed FAPs while reducing overfishing.*

*The project will focus on the following local FAPs: **blue crab, mussels, sardines and anchovies**.*

#### Objectives:

*The projects aims to increase interest in private investment in processing fisheries and aquaculture products (FAPs), showing the new opportunities and markets in EU and beyond.*

#### Proposed Actions:

- *Marketing research on FAPs: new product studies based on local catches, local events about food quality assurance, branding, good practices, innovation, packaging, etc.*
- *Master Plan on FAP processing business.*

#### Desired results

*Increasing processed FAPs and local income and, in the long-term, decreasing over-fishing.*

**Thematic category:** Processing; Labelling; Promotion and awareness-raising

**Looking for partner located:** in the Mediterranean

**Cooperation idea proposed by:**

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